BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 32: Business and Environmental Sustainability**
Learning aim(s)	**A** Explore the relationship between business activities and their impact on the environment **B** Examine measures available to business organisations to reduce environmental impact and improve sustainability
Assignment title	**Assignment 1: The business case for sustainable business practices**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are a member of a pressure group that aims to highlight the impact of business organisations on the environment. The pressure group is currently involved in a campaign which seeks to: o highlight examples of both good and poor business practices which impact upon the environment o promote sustainable business practices o present the business case for the implementation of sustainable business practices The campaign material will include: o a report presented to the local Chamber of Commerce on the benefits of business practices which promote environmental sustainability o leaflets promoting the implementation sustainable business practices o a presentation to local business leaders which highlights the business case for sustainable business practices

Task	● Conduct research on a range of businesses to identify examples of good and bad business practices in respect of environmental sustainability. Your research should focus upon the following aspects: o specific examples of how business impact on the environment e.g. levels of pollution and emissions and their impact on the environment; the use of raw materials in the production process; the indirect costs of poor environmental practices on different stakeholder groups; measures taken by business to reduce the environmental impact of their business activities such as changes to procurement practices, waste management, measures taken to change consumer behaviour

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	o an evaluation of the direct and indirect costs of poor environmental business practices and the benefits of sustainable business practices drawn from your research e.g. profits, market share, brand image, reputation, customer loyalty and retention, competitive advantage shareholder wealth ● Write a business report on the outcome of your research that will be presented to the local Chamber of Commerce ● Design a campaign leaflet aimed at the business community which promotes sustainable business practices ● Prepare a presentation aimed at local business leaders which highlights the business case for sustainable business practices. Your presentation should be prepared using presentational software and comprise no more than 6 slides. Each slide should be accompanied by speaker notes
Checklist of evidence required	● Your research notes ● A business report based upon the outcome of your research ● A campaign leaflet promoting the implementation of sustainable business practices ● A presentation of the business case for sustainable business practices

Criteria covered by this task:	
nit/Criteria reference	To achieve the criteria, you must show that you are able to:
32/A.D1	Evaluate the impact of business activities on the environment.
32/B.D2	Analyse how business activities can impact the environment for contrasting organisations.
32/A.M1	Analyse how business activities can impact the environment for contrasting Organisations.
32/B.M2	Analyse the benefits to contrasting organisations and the environment of available sustainable business practices.
32/A.P1	Explain the influences behind business activities that can lead to pressures on the environment.
32/A.P2	Explain how contrasting business activities can impact the environment.
32/B.P3	Explain sustainable business practices available to contrasting business organisations.
32/B.P4	Explain benefits to the environment of sustainable business practices available to contrasting business organisations.
Sources of information to support you with this Assignment	Public Limited Companies are required to publish Annual Reports which present their financial statements and highlight the scope and scale of their sustainable business activities. Many large multinational corporations will include sections on the actions they have taken to promote sustainable business practices. The websites of national and local newspapers will be a good source of information for identifying poor business practices, particularly in respect of the impact on the environment and local communities of environmental disasters causes by specific businesses. The websites and publicity material of national environmental pressure groups will also enable you to access relevant information and examples of both good and poor business practices.